



Chapter 2

Vision and Goals

The purpose of this chapter is to describe the vision and goals as developed by the Citizen Advisory Group. The vision and goals statement served to guide the development of the plan and will continue to serve as a guide for the plan's implementation.



The Overall Vision and Goals for the Plan

At the first CAG meeting, participants were asked to identify the three biggest assets as well as the three biggest problems facing the Maryland Historic National Road Scenic Byway. Participants were also asked to submit their vision for the Byway, described as a visit to the corridor twenty years from now assuming the Corridor Partnership Plan had been a success. Finally, participants were asked to identify the major obstacles to achieving that vision. This information, submitted anonymously during the meeting, was collected and shared with all of the participants for discussion. The information was then developed into a draft vision and goals statement and mailed out for review.

The next CAG meeting was used to refine the draft vision and goals statement in order to create a "Table of Contents" with which to guide the plan's development. The vision and goals statement was also presented at the first set of public meetings for public review, in September, 2000. The means of carrying out these goals and objectives are enumerated and discussed in Chapter 5.

The Vision

"The Maryland Historic National Road Scenic Byway will become a well-preserved historic and scenic byway, serving as a showplace for the old road and the communities along it. The planning effort will result in political and economic support from residents and jurisdictions for preservation, conservation, and heritage tourism along the corridor. The Byway will become a "time machine" allowing visitors and residents alike to talk about things long past; visit places where our ancestors visited and lived; recapture the cultural soul of the early 1800s--the drive west, development of economic prosperity, and the preservation of community spirit; and experience a part of ourselves and our country rarely imagined."

Goals and Objectives

The following are the goals and objectives of the plan as developed by the Citizen Advisory Group. There are seven major goals for the planning effort. Related objectives are included as a list below each goal statement. Figures 2-1 through 2-7 illustrate a few of the special types of features found along the Byway.



Preservation and Community Enhancement

Preserve the historic character and enhance the function and appearance of each of the urban neighborhoods, small towns, and rural hamlets along the Byway.

- Focus preservation efforts on stabilizing fragile and vulnerable resources and develop a list of priority preservation projects;
- Encourage and provide incentives for the redevelopment and enhancement of urban neighborhoods, and aging commercial strips where the intrinsic qualities are no longer easily recognized; and
- Provide information on historic preservation and community design to property owners (guidelines, available programs, tax incentives, etc.), and provide further incentives for private preservation efforts.

Conservation

Preserve the scenic qualities and natural environments that provide the setting for the Byway and the small towns, hamlets, and communities along the way.

- Establish conservation priorities in those places that are recognized for their scenic quality and overlap with other environmental conservation or historic preservation goals;
- Develop simple guidelines and incentives to encourage land use that is sensitive to the scenic and historic qualities found along the Byway; and
- Beautify the roadway.

Interpretation

Coordinate interpretive development and programming along the Byway by focusing interpretive efforts on a primary theme or themes.

- Work with existing facilities already engaged in the interpretation of the route to develop and coordinate future programs, materials, tours, and exhibits;
- Recognize the culturally and geographically diverse qualities found along the Byway's 170 miles in as inclusive a manner as possible;
- Utilize existing recurring features and elements found along the Byway to help tell the whole story (e.g., mileposts, inns, springs, ridge tops); and
- Develop small-scale interpretive facilities (waysides, kiosks, mini-museums, etc.) to communicate the primary interpretive themes and subthemes in a coherent manner and to encourage visitors to travel along the Byway.

Tourism and Economic Development

Establish and promote the Byway as a more leisurely way to travel across Maryland.

- Work with multiple agencies and partners to create a relatively seamless travel experience focusing on the interpretive aspects of the Byway with "prepackaged" product development;
- Work with local governments, property owners, business owners, and local historical societies to make people more comfortable about wandering into the small towns and businesses along the route;



Figure 2-1 Milemarker, 96 Miles to Wheeling



Figure 2-2 Milemarker, 96 miles to Baltimore on the National Pike



Figure 2-3 Stone Arch Bridge in Clarysville



Figure 2-4 R.H. Wilson Store, Wilson



Figure 2-5 Hollins Market, Baltimore City



Figure 2-6 Clear Spring



Figure 2-7 Ellicott City

- Promote heritage tourism-related businesses along the Byway; and
- Develop a coordinated marketing campaign for the Byway.

Transportation

Manage the Byway as an historic and scenic travel route serving regional visitor traffic and providing local access to communities and neighborhoods.

- Utilize special details to distinguish the Byway from other more commuter-oriented routes (e.g. low-contrast guardrails, special bridge details, tourist-oriented destination signs, environmentally sensitive treatments of embankments and drainage ways, preservation of roadside architecture);
- Develop roadside pull-offs at scenic views, historic sites, and small towns and hamlets as places for travelers to get out of their cars and enjoy the countryside, urban neighborhoods, and small towns;
- Develop a coordinated wayfinding system to make it easier for visitors to follow the Byway; and
- Address transportation safety concerns utilizing context sensitive approaches to enable visitors to enjoy the special places found along the Byway in a safe and appropriate manner.

Coordination and Management

Coordinate the interaction between each of the ongoing projects along the Byway to ensure that there is a clear and focused purpose to a visit along the corridor as well as opportunities for side trips.

- Continue to foster partnership among Maryland state agencies to ensure ongoing support and implementation of the Plan's recommendations, especially for those agencies with responsibilities for the day-to-day management of the road and right-of-way and for the ongoing marketing and promotion of the Byway;
- Work to involve local elected officials and more residents of communities along the corridor;
- Recognize each related visitor experience that crosses the Byway through the use of coordinated signage and other visitor information; and
- Form a nonprofit corporation to serve as the organizational structure for the ongoing role of the CAG and PDT working together as the "permanent management entity" with responsibility for implementing the plan.

Multi-State Coordination/Designation

Continue to work with the National Road Alliance to achieve All-American Road designation.

- Continue to send representatives to all National Road Alliance meetings;
- Build support for multi-state cooperation and All-American Road designation; and
- Coordinate with other states on wayfinding and interpretation.



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